



THE CITY OF SAN DIEGO

FOR IMMEDIATE RELEASE

Contact: William Yancey
City of San Diego
(619) 525-8642
WYancey@sanidiego.gov

AND THE WINNER IS...

"Think Blue" Campaign Gets Second Telly Award

San Diego -- March 26, 2002 - The Storm Water Pollution Prevention Program is the proud winner of a 23rd Annual Telly Award for its "Water Babies" Public Service Announcement (PSA). The PSA is one of four, which raises awareness about storm water pollution, and is currently airing on local television and radio stations.

"Water Babies" was the creative inspiration of San Diego's Four Square Productions, a leading creative services and communications company in San Diego, who was contracted by the Storm Water Pollution Prevention Program to develop the spot to raise awareness about water quality. "Water Babies" has also recently been named a finalist for the prestigious 2002 Broadcast Design Association (BDA) Awards.

"As a member of the San Diego business community for nearly 30 years, Four Square is proud to be a part of a civic campaign that is heightening public awareness in the fight against water pollution," said John DeBello, Four Square's president and creative director.

This is the second Telly for the Think Blue campaign this year, which also won for its "Roads to Beaches" PSA and was a finalist for the "Roads to Beaches - Hip" spot. The storyline for the "Roads to Beaches" PSA was created by City staff and produced by American Dream Cinema.

All of the Public Service Announcements were funded by the City of San Diego, with contributions from the San Diego Unified Port District, Caltrans - San Diego Region, and the County of San Diego.

The Telly Awards showcases and gives recognition to outstanding commercials developed by non-network companies and cable TV. This year the Telly Awards received over 11,000 entries, including the three from the Storm Water Pollution Prevention program.

Previous winners have included the Discovery Channel, Sony Playstation, the Chicago Bulls, Calloway Golf Co. and creative firms such as Saatchi & Saatchi, Alta Vista Productions, and Court TV.

#####